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None

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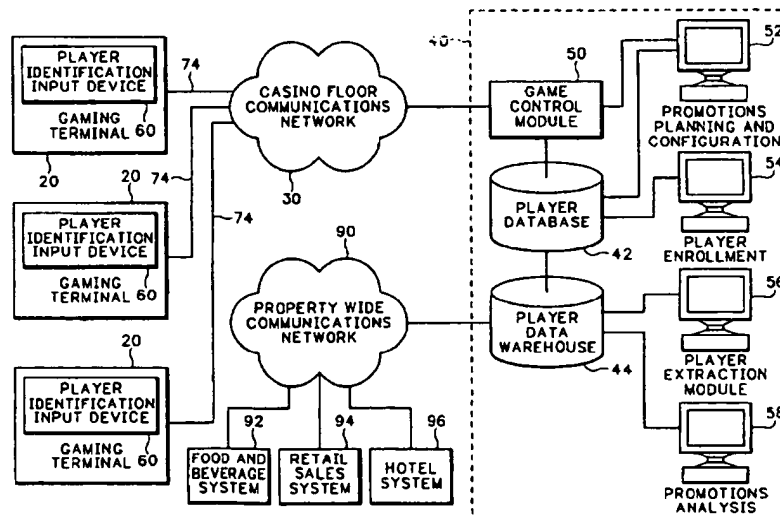
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(54) Abstract Title: **Player specific game system**

(57) Embodiments of the invention provide a game tailoring system that allows a gaming experience to be tailored to an individual player. Player data is tracked as an identified player plays at a gaming device. Additionally, other types of data, such as retail purchases, preferences, and experience are stored. The data is analyzed and triggering levels set which, when satisfied, cause the game tailoring system to modify the gaming experience. The triggering levels can be different for different players. Additionally, data about groups of players or groups of gaming devices can be tracked, stored, and used as reward triggers. Further, depending on the identified player or a group of selected machine, embodiments of the invention can cause messages, graphics, or animations to appear on the game screen.



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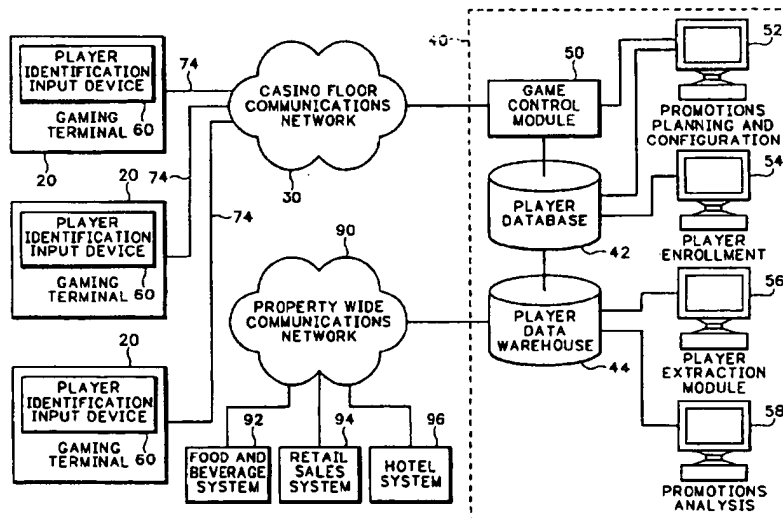
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